



Direct Farm Marketing Initiative Scholarship North American Farmers Direct Marketing Association Conference

The Tennessee Department of Agriculture Marketing Division as part of its Direct Farm Marketing Initiative is offering scholarships to the North American Farmers Direct Marketing Conference to be held February 1-6, 2015. These scholarships are competitive and target farmers who want to learn how to better market their specialty crops by pick your owns, on farm sales, and farmers markets through educational and networking opportunities. Farmers will be able to gain skills and knowledge to bring back to their farm to help market and increase production of specialty crops.

To be eligible for scholarship farmers must:

Produce a specialty crop. *A specialty crop is one of the following- fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)*

Submit an application. Applications must be postmarked by NOVEMBER 5th. Fax and emailed applications will not be accepted

Complete a pre and post conference survey

Participate in direct marketing and specialty crop sessions and bus tours

Present lessons learned to at least one specialty crop association- Tennessee Association of Farmers Markets, Tennessee Christmas Tree Growers Association, Tennessee Fruits and Vegetables Association, etc.

Scholarship details:

This scholarship only covers the registration fee. It does not cover travel costs to and from the conference, expenditures during the conference, single occupancy room, or NAFDMA association fee (\$250.00).

To attend the conference you will need to be a member of NAFDMA and pay the \$250.00 yearly dues. [NAFDMA Benefits](#)

This scholarship does not cover the cost a single occupancy room. You will be sharing a room with another conference participant.

To find out more information and details about North American Farmers Direct Marketing Association Conference visit: <http://www.farmersinspired.com/tn2015/>.



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First Name	Middle Name	Last Name

Street	City	State	Zip Code

Home Phone	Cell Phone	Email

Farm Name	Farm County

List any specialty crop associations you belong (Fruits & Vegetable, Christmas Tree, Farmers Market, etc)

List the specialty crops that you produce USDA's list of eligible specialty crops

List any dietary needs

Do you have someone you would like to room with that is attending NAFDMA?

Are you willing to fulfill all the requirements if chosen for this scholarship?	Yes		No	
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Please answer the following questions to the best of your ability, remember this is a competitive scholarship.

1. Describe your farming operation.
2. What percentage of your sales are specialty crops?

3. What current ways are you marketing your specialty crop(s)?

4. How will attending NAFDMA help your farm?

5. What skills/knowledge do you want to attain from NAFDMA?

6. How will this scholarship affect you being able to attend NAFDMA?

All completed applications must be postmarked by November 5th and mailed to:

Tennessee Department of Agriculture
Marketing Division-Holman Building
ATTN: Pamela Bartholomew
Agritourism Coordinator
P.O. Box 40627
Nashville, TN 37204